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- initiating a telecommunication service due to an event which differs from a connection setting-up request from a subscriber; and

carrying out actions defined for the telecommunication service.

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3. The method according to claim 2, which comprises entering additional information during activation of the telecommunication service, and the additional information is taken into account during an initiation of the telecommunications service.

4. The method according to claim 3, wherein the additional information contains telecommunications data relating to the subscriber, and leads to a transmission of further information

to the subscriber during subsequent actions by the telecommunication service.

5. The method according to claim 1, which comprises setting up at least one communication link by the telecommunication service once the telecommunication service has been initiated.

6. The method according to claim 1, wherein once the telecommunication service has been initiated, at least one telecommunication subscriber receives a notification from a data service via the telecommunication service.

7. The method according to claim 1, which comprises:

generating a virtual telephone number via the telecommunication service after the telecommunication service is activated; and

signaling the virtual telephone number to a service provider, the service provider in turn indicating an occurrence of the event.

8. The method according to claim 7, which comprises using a switching point to transmit the virtual telephone number from the service provider to initiate the telecommunication service after the occurrence of the event.

B 9. The method according to claim 1, which comprises activating the telecommunication service simultaneously by more than one telecommunications subscriber.

10. The method according to claim 9, wherein after initiation of the telecommunication service, actions are carried out for all the telecommunications subscribers who have activated the telecommunication service.

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11. An apparatus for carrying out initiation of telecommunication services, comprising:

first memory means for storing a telecommunication service;

second memory means for storing activation information relating to the telecommunication service;

execution means for carrying out the telecommunication service using the activation information and connected to said first memory means and said second memory means; and

receiving means for receiving external events, in which case, after receiving an event, the telecommunication service is carried out with an aid of the activation information, said receiving means connected to said execution means.

a receiving unit for receiving external events, in which case, after receiving an event, the telecommunication service is carried out with an aid of the activation information, said receiving unit connected to said execution unit.